

creating

VIBRANT

communities

THROUGH THE ARTS

OCTOBER 9 & 10 | MUNSTER INDIANA

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Marion (Iowa) Chamber of Commerce



Marion, IA

A Local Case Study on Community Development & Public Art

WELCOME!

- Who's in the room?
- Find a partner and answer the following questions:
 - NAME
 - WHERE ARE THEY FROM?
 - WHAT THEY DO FOR A LIVING?
 - WHY ARE THEY AT THE CONFERENCE?
 - WHAT'S THE COOLEST PUBLIC ART OR COMMUNITY DEVELOPMENT PROJECT THEY'VE BEEN INVOLVED WITH OR SEEN?
 - EXCHANGE CONTACT INFORMATION

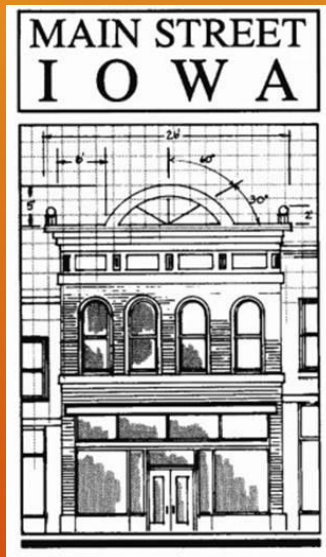
Brag Wall



TREE CITY USA®

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Best Places in Iowa for Home Ownership

**VISION
IOWA**

**10 BEST TOWNS
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FamilyCircle
Where Family Comes First™

 **BLUE ZONES PROJECT™**
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**PRESERVE
AMERICA**
Explore and Enjoy Our Heritage

IOWA ARTS COUNCIL
IOWA DEPARTMENT OF CULTURAL AFFAIRS

How did we get there?

- Research and Development...AND MAKE FRIENDS!
- Planning
- Community Engagement
- Partnership with both the Public and Private Sector

Research and Development

- Main Street or Iowa Great Places?
 - Marion made the decision to go after Iowa Great Places first
- We attended the informational meeting and set the ball in motion with a letter of intent
- Meeting with the state program director to gain additional insight.
 - VISIONING IS KEY- It is the infrastructure that will support everything you do moving forward.
 - Seek out an example community
- IMAGINE8 was born

Planning- IMAGINE8



○ IMAGINE8

- Case Study (Dubuque)
- Enlisted/ Engaged Local, Well Respected Business leaders as sponsors and sounding board
- Created marketing materials- website, IMAGINE8 Toolkit, print partnership with our local newspaper, planned media releases
- Kick Off- Breakfast- Community Explanation
- Trained Outreach Leaders
 - KEY- Go to where the people are- don't make them come to you!
- Brainstorming (6 months)
- Selection Process- Narrowing down (3 months)
 - Appointed a Selection Committee (via applications and interviews)
 - Community Vote
- THE BIG ANNOUNCEMENT

Planning- THE GREAT 8

- All Trails Lead to Marion
 - Book It
 - Eat, Drink & Be Marion
 - Functions & Fitness
 - Make A Splash
 - Marion C.A.N.
 - Park It
 - Wi-Fi Highway
-
- KEY: City Partnership- Local Option Sales Tax
-
- THE END. Not. Even. Close.



Planning Great Places



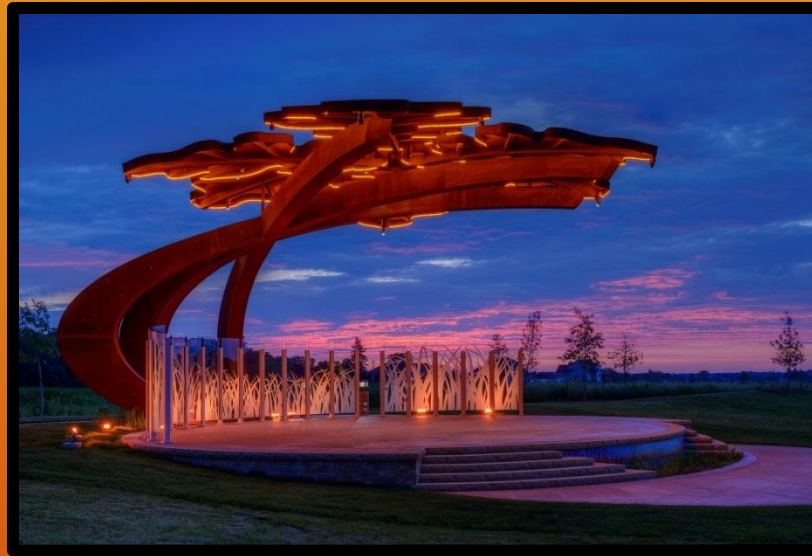
- The most difficult part of the application was doing the community visioning process.
- We wove each of the 8 ideas into our application and added an additional component of PUBLIC ART
- Becoming an Iowa Great Place included additional community training and hosting a visit from the Iowa Great Places Board. **
- In 2009 Marion was awarded the designation of being an "Iowa Great Place"
 - Grants were written over the three year period and those monies were leveraged with local option sales tax dollars, money from private foundations, Linn County, Vision Iowa, Iowa Arts Council and private fund raising
 - We received \$485,000 from Iowa Great Places and we are leveraging that toward nearly 30 million dollars worth of projects.

An “Ah-Ha” Moment

- As you work hard to engage your community, working hard to get a diverse group of people to work together, REMEMBER- you WILL NOT agree on everything.
 - Continue to bring in outside experts
 - You will not get money for “mediocre” ideas.



Klopfenstein Amphitheater for the Performing Arts at Lowe Park



- 1.7 million dollar public private partnership
- RDG/ David Dahlquist
- Over \$700,000 was raised via grant writing because of the “one of a kind” factor this project delivered

Klopfenstein Amphitheater for the Performing Arts at Lowe Park



Public Art Master Plan



- THANK YOU IOWA ARTS COUNCIL- \$9500 grant
- Via Partnership, St. Louis

IMAGINE8/ Visioning as infrastructure



- Great Places
- Main Street Iowa
- Blue Zones
- NEW COMMUNITY LEADERSHIP UNCOVERED!!

ArtPlace America/ ImagineArt in the Alleys

- One of our Imagine8/ amphitheater leaders uncovered this grant opportunity. (Karen Hoyt)
- Karen wrote the grant for a project called ImagineArt in the Alleys...and she was successful...
- Making Marion, Iowa the first Iowa community to receive an ArtPlace America grant!

ArtPlace America



- ArtPlace America is beginning it's 5th year
- Call for letters of inquiry (due November 3rd)

ImagineArt in the Alley's



- Vitality to our Main Street District
- Provide secondary entrances to our local businesses during a massive upcoming construction process
- Will deploy the arts in an unexpected and unique way

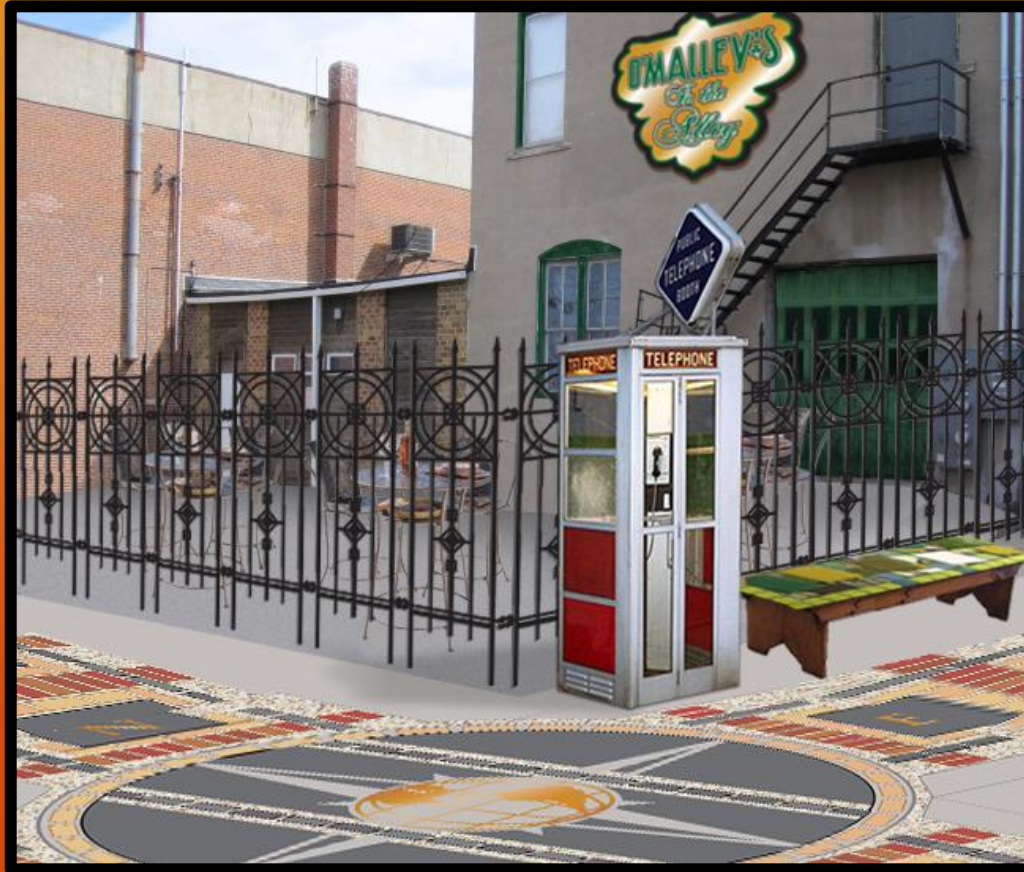
ImagineArt in the Alley's BEFORE



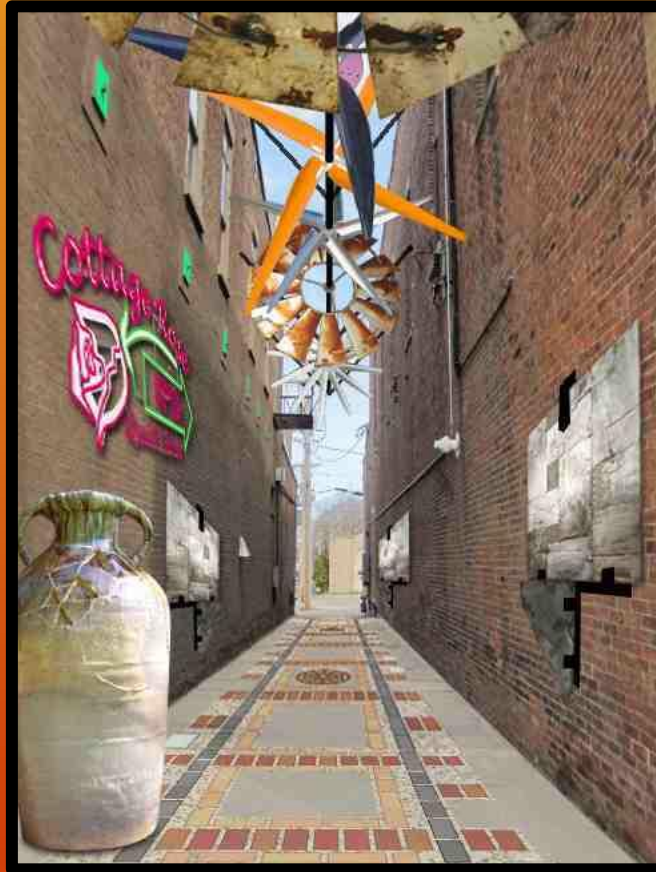
ImagineArt in the Alleys- Wrought Iron Gate



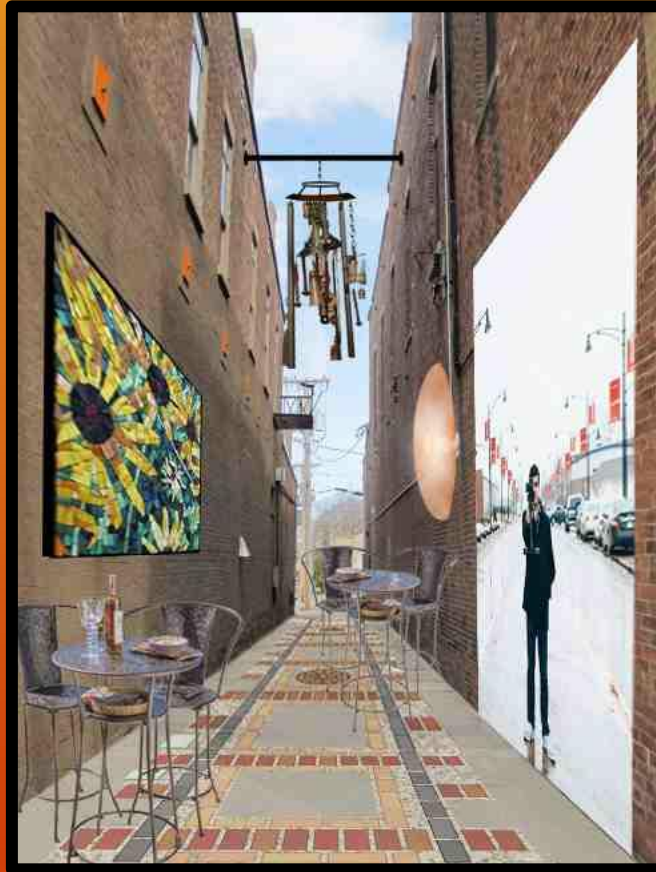
ImagineArt in the Alley's- Beer Garden (private business)



ImagineArt in the Alleys- “Windmill Alley”



ImagineArt in the Alleys- Interactive Photo Project



ImagineArt in the Alleys- Swamp Fox Mural



ImagineArt in the Alleys- "Community Bulletin Board"



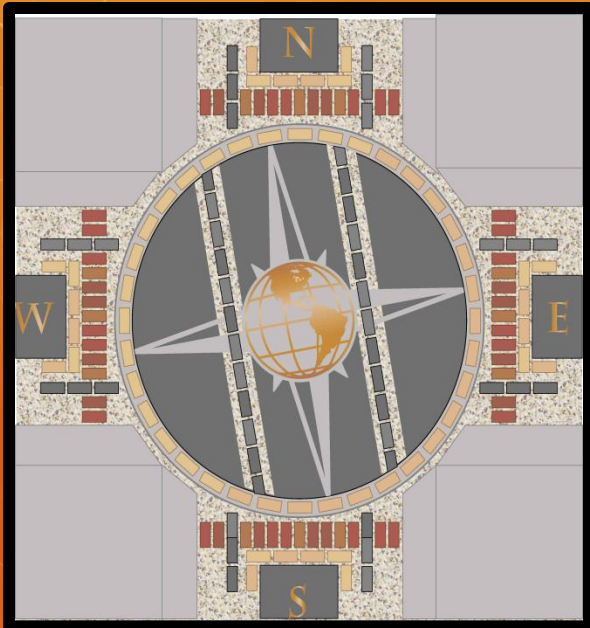
ImagineArt in the Alleys- Graffiti



ImagineArt in the Alleys- “Welcome to Marion”



ImagineArt in the Alleys- “Marion is the Crossroads of the Universe”



In Closing

PROCESS

- Research and Development...AND MAKE FRIENDS!
- Planning
- Community Engagement
- Partnership with both the Public and Private Sector
- Wash. Rinse. Repeat.

KEY LEARNINGS

- VISIONING IS KEY- It is the infrastructure that will support everything you do moving forward.
 - THINK BIG- There is no public or private grant funding for mediocrity.
 - You will uncover new leaders- Find out what they are passionate and Keep going- repeat the process.
 - Finally. PAY IT FORWARD. Share your results with other Iowa communities so we can continue to build excellence within our state☺
-
- QUESTIONS?

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